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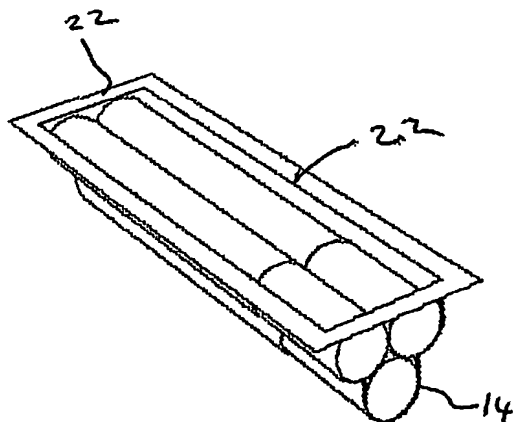
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(54) Title: PACKAGING OF ELONGATE ARTICLES



(57) Abstract: The invention relates to blister pack comprising a first blister tray formed with a plurality of trough formations in parallel, side-by-side relationship, each trough formation accommodate an array of two to ten smoking articles, with adjacent trough formations being spaced apart from one another by planar lands to which a peelable or rupturable backing film is laminated. The trough formations and backing sheet define a plurality of individually sealed compartments, each containing an array of smoking articles, with each array of smoking articles being individually accessible by rupturing or peeling away that portion of the backing film covering the array. The invention extends to different configurations of blister packs, and blister packs folded into cylindrical configurations to a closely packed array in which the trough formations are mutually nested together.